

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A method for generating and serving a web page by a server data processing system, comprising the steps performed by the server data processing system of:
  - storing a set of location-specific page elements;
  - receiving a request for the web page from a first client browser, the request including a geographic location data string identifying a first location of the first client browser;  
responsive to the request being received, dynamically building the web page using the geographic location data string to select a given one of the set of location-specific page elements having content associated with a physical location in proximity to the first location of the first client browser;
  - serving the web page in response to the request;
  - receiving a subsequent request for the web page from [[the]] either the first client browser or a second client browser different from the first client browser;
  - determining if the subsequent request originates from a second location that is proximate to the first location of the first client browser; and
  - providing a cached version of the web page with the selected location-specific page element if the second location is proximate to the first location.
2. (Previously Presented) The method as described in Claim 1 wherein the geographic location data string is provided by a Global Positioning System (GPS) device coupled to a client computer in which the first client browser is resident.
3. (Original) The method as described in Claim 1 wherein the location-specific page elements are a set of web page advertisements.
4. (Previously Presented) The method as described in Claim 3 wherein the given one of the set of location-specific page elements is a web page advertisement for a business located in proximity to the location of the first client browser.
5. (Currently Amended) The method as described in Claim 1 A method for serving a web page, comprising the steps of:

storing a set of location-specific page elements;  
receiving a request for the web page from a first client browser, the request including a geographic location data string identifying a first location of the first client browser;  
dynamically building the web page using the geographic location data string to select a given one of the set of location-specific page elements having content associated with a physical location in proximity to the first location of the first client browser;  
serving the web page in response to the request;  
receiving a subsequent request for the web page from either the first client browser or a second client browser different from the first client browser;  
determining if the subsequent request originates from a second location that is proximate to the first location of the first client browser; and  
providing a cached version of the web page with the selected location-specific page element if the second location is proximate to the first location, wherein the first client browser provides the geographic location data string in a cookie.

6. (Currently Amended) The method as described in Claim 1 A method for serving a web page, comprising the steps of:

storing a set of location-specific page elements;  
receiving a request for the web page from a first client browser, the request including a geographic location data string identifying a first location of the first client browser;  
dynamically building the web page using the geographic location data string to select a given one of the set of location-specific page elements having content associated with a physical location in proximity to the first location of the first client browser;  
serving the web page in response to the request;  
receiving a subsequent request for the web page from either the first client browser or a second client browser different from the first client browser;  
determining if the subsequent request originates from a second location that is proximate to the first location of the first client browser; and  
providing a cached version of the web page with the selected location-specific page element if the second location is proximate to the first location, wherein the first client browser provides the geographic location data string in an HTML form.

7. (Currently Amended) The method as described in Claim 1 A method for serving a web page, comprising the steps of:

storing a set of location-specific page elements;  
receiving a request for the web page from a first client browser, the request including a geographic location data string identifying a first location of the first client browser;  
dynamically building the web page using the geographic location data string to select a given one of the set of location-specific page elements having content associated with a physical location in proximity to the first location of the first client browser;  
serving the web page in response to the request;  
receiving a subsequent request for the web page from either the first client browser or a second client browser different from the first client browser;  
determining if the subsequent request originates from a second location that is proximate to the first location of the first client browser; and  
providing a cached version of the web page with the selected location-specific page element if the second location is proximate to the first location, wherein the set of location-specific page elements are stored at a third party server.

8. (Original) The method as described in Claim 1 wherein the web page is built using a Java server page mechanism.

9. (Currently Amended) A computer program product in a computer-readable medium for serving a web page, comprising:

means for receiving, by a server data processing system, a request for the web page from a first client browser, the request including a geographic location data string identifying a first location of the first client browser;

means, responsive to the request, for dynamically building, by the server data processing system, the web page using the geographic location data string to select a given one of a set of location-specific page elements having content including a physical location in proximity to the first location of the first client browser;

means for receiving, by the server data processing system, a subsequent request for the web page from either the first client browser or a second client browser different from the first client browser;

means for determining, by the server data processing system, if the subsequent request originates from a second location that is proximate to the first location of the first client browser; and

means for providing, by the server data processing system, a cached version of the web page with the selected location-specific page element if the second location is proximate to the first location.

10. (Original) The computer program product as described in Claim 9 further including means for serving the web page in response to the request.
11. (Previously Presented) The computer program product as described in Claim 9 wherein the geographic location data string is provided by a Global Positioning System (GPS) device coupled to a client computer in which the first client browser is resident.
12. (Original) The computer program product as described in Claim 9 wherein the location-specific page elements are a set of web page advertisements.
13. (Previously Presented) The computer program product as described in Claim 9 wherein the given one of the set of location-specific page elements is a web page advertisement for a business located in proximity to the location of the first client browser.
14. (Previously Presented) The computer program product as described in Claim 9 wherein the means responsive to the request for dynamically building the web page is a Java server page mechanism.
15. (Previously Presented) A web server, comprising:
  - means for receiving a request for the web page from a first client browser, the request including a geographic location data string identifying a first location of the first client browser;
  - means, responsive to the request, for dynamically building the web page using the geographic location data string to select a given one of a set of location-specific page elements having content including a physical location in proximity to the first location of the first client browser;
  - means for receiving a subsequent request for the web page from either the first client browser or a second client browser different from the first client browser;
  - means for determining if the subsequent request originates from a second location that is proximate to the first location of the first client browser; and
  - means for providing a cached version of the web page with the selected location-specific page element if the second location is proximate to the first location.
16. (Original) The web server as described in Claim 15 further including means for serving the web page in response to the request.

17. (Previously Presented) The web server as described in Claim 15 wherein the geographic location data string is provided by a Global Positioning System (GPS) device coupled to a client computer in which the first client browser is resident.
18. (Original) The web server as described in Claim 15 wherein the location-specific page elements are a set of web page advertisements.
19. (Previously Presented) The web server as described in Claim 18 wherein the given one of the set of location-specific page elements is a web page advertisement for a business located in proximity to the location of the first client browser.
20. (Previously Presented) The web server as described in Claim 15 wherein the means responsive to the request for dynamically building the web page is a Java server page mechanism.
21. (Currently Amended) A method for building and serving a web page by a server data processing system, comprising [the] steps implemented by the server data processing system of:
  - receiving a first request for the web page from a client browser, the request being associated with a geographic location data string identifying a location of the client browser;
  - responsive to the first request being received, dynamically building the web page using the geographic location data string to select a given location-specific page element;
  - caching the web page for future use;
  - serving the web page in response to the first request;
  - responsive to receipt of a second request for the web page, determining whether the second request originates within a given distance from the location; and
  - if so, retrieving and serving the cached web page in response to the second request.

22. (Canceled)